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Gloeckner
Company
Incorporated

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NEW YORK 10

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Order

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Primula

MALACOIDES "SPRINGTIME"

SPRINGTIME is one of the finest Malacoides ever offered. This color is an attractive SALMON pink which does not fade with age. The flower stems are strong and support a profusion of good sized blooms; and unlike many other varieties of Malacoides, the foliage has good texture and is fairly resistant to rot. Thus the outstanding features of this variety are its pleasing salmon pink color, compact habit of growth and excellent keeping quality.

Seed sown in June will make good flowering for January. September sown seed will produce good plants for early Spring; while later sowing can be sown into small plants usable in combinations.

TRADE PACKET — \$2.00

Pansies

"NON PLUS ULTRA MIXED"

This strain has large, fine flowers of superb texture and excellent markings. It is made up of fourteen separate colors so blended that it gives a perfect color balance to the mixture. It is without question a perfect strain for the commercial trade.

Tr Pkt \$1.00 1/8 oz \$1.75 1/4 oz \$3.50 Oz \$12.00

	Tr. Pkt	1/8 oz	1/4 oz	Oz
Gloeckner's Exhibition Mixed		\$.75	\$1.50	\$2.75 \$ 9.00
Jumbo Mixed	1.00	3.25	5.75	17.50
Maple Leaf Giants — Large flowering strain	.75	1.75	3.00	10.00
Super Swiss Giants Mixed	1.00	2.50	8.25	15.00
Swiss Giant Improved Mixed	.75	1.50	2.75	9.00

Calceolaria

GILBERT'S STRAINS

This is an improvement over the original Multiflora Nana type. Compact habit of growth.

	Tr. Pkt.
Multiflora Nana Red	\$1.50
Multiflora Nana Yellow	1.50
Multiflora Nana Mixed	1.50
Triumph Strain (Grandiflora)—Large flowered strain, the best in its class	1.50

Stocks

NON-BRANCHING (Excelsior Column Stocks)

Stocks are very satisfactory for Winter and Spring flowering. Sowing the seed in August and benching in October, the first flowers may be cut before Christmas if additional light (40-60 watt lamps spaced 5 feet) is used. Without this aid the crop will come into flower in January. Continuity of bloom may be obtained by successive sowings. This non-branching type, which has come into general use, should be planted 3 inches in the row and 6 inches between rows, producing a single stem.

Flowering of stocks only occurs when the temperatures are below 60 degrees for the greater part of the night. To secure the greatest percentage of doubling the largest and most vigorous plants should be selected.

	Tr. Pkt.	1/4 oz.	Oz.
Apricot—Large flowered creamy buff	\$1.00	\$2.50	\$9.00
Dark Blue	1.00	2.50	9.00
Deep Apricot	1.00	2.50	9.00
Gardenia—Shimmering glistening white	1.00	2.50	9.00
Malmaison Pink—Blush pink	1.00	2.50	9.00
Rose Pink—Clear rose pink	1.00	2.50	9.00
Royal Purple	1.25	3.00	
Ruby—Rich crimson red	1.00	2.50	9.00
Silvery Lilac—Lavender	1.00	2.50	9.00
White	1.00	2.50	9.00
Yellow Wonder — Rich creamy yellow with full double florets well arranged on long spikes	1.00	2.50	9.00

Begonias

We are listing below the newer varieties of Begonias which are well worth a trial.

	Tr. Pkt.	1/64 oz.	1/32 oz.
Helena—Carmine scarlet foliage green	\$1.25	\$5.00	\$8.50
Lucifer—Scarlet, dark red foliage	1.25	4.00	7.50
Pink Pearl	1.00		
Pink Profusion — Rose color foliage	1.25	4.00	7.50
Red Pearl	1.00		
Rosy Red — Green foliage	1.25	5.00	8.50
Saga — Dwarf bright scarlet	1.25	4.00	7.50
Stuttgart—Shining carmine rose foliage dark red	1.25	4.00	7.50

This is an abridged list. Check our catalogue for other strains and varieties of flower seed items not listed.

extra
New A Good
Greenhouse Hybrid Snapdragons
Another *Gloeckner* Introduction

NEW YODER BROS. HYBRIDS

These important new imported hybrid snapdragons are the result of 12 years of intensive hybridization by Yoder Bros., Barberton, Ohio. For December and January flowering they are stiff stemmed and produce long tapering flower spikes. These hybrids also are very valuable for the spring crop. There is a minimum amount of side shoots which makes them well adapted to single-stem culture as well as for a pinched crop. We are fortunate to introduce to you these new improved Yoder hybrids. All are worthwhile introductions and deserving of a trial.

IVORY

Twenty Grand — A medium early winter flowering variety; fine keeper.

Apollo — Larger flowered and more vigorous than Margaret, otherwise very similar to that variety.

WHITE

Jet Pilot — A medium early paper white, long spikes; similar to White Wonder in form; much greater vigor.

LIGHT PINK

Whirlaway — Medium early; large floret; close spacing; long spike; a little deeper color than Mary Ellen.

ROSE PINK

Star Charter — A wide floret similar to that of Christina; vigorous uniform growth; close spacing of florets. A beautiful flower and an excellent keeper.

Crusader — Color and season that of Dorcas Jane.

DARK PINK

Pensive — A little later than Christmas Cheer but stronger. Cleaner growth, larger floret.

BRONZE

Cavalcade — A lively golden bronze; extremely vigorous; long spikes; outstanding keeper.

Gallant Fox — Deep orange bronze, similar in color to Lady Dorothy; much stronger and more vigorous; compact floret placement; a little earlier than Barbara.

YELLOW

Day Star — Very early; good uniformity; long spike; flower a little small.

War Admiral — Just follows Day Star. Closer spacing and somewhat larger florets.

PRICE OF ALL THE ABOVE \$3.00
2000 Seeds Per Packet

We can supply you with any variety of Antirrhinum list, check our catalog for other strains and varieties.

Antirrhinum WINTER SNAPDRAGONS

FOR GREENHOUSE CULTURE

PINK AND ROSE

Tr. Pkt.

Better Times—Bright cerise rose.....	\$2.00
•Christina—Light salmon pink.....	3.00
•Christmas Cheer—Rose pink.....	3.00
•Crusader—Light rose pink similar to Dorcas Jane.....	3.00
•Dorcas Jane—Early light rose pink.....	2.50
•Libby—Dark rose pink.....	3.00
•Kathleen—A fast growing, pastel pink with long spike and well spaced florets.....	3.00
•Maxine—Early light salmon pink.....	3.00
•Mary Ellen—Early light rose pink.....	2.50
•Maryland Pink Improved—Early light pink.....	3.50
•Pensive—Dark rose pink.....	3.00
•Mountain Pink—Medium pink.....	3.00
Peggy Schumann—Rose pink.....	2.00
•Rockwood Early Hybrid Pink—Early shades of pink.....	3.00
Rockwood Pink Supreme—Brilliant rose pink.....	2.00
•Star Charter—Rose pink.....	3.00
•Whirlaway—Light pink slightly deeper than Mary Ellen.....	3.00

WHITE

•Apollo—Ivory white similar to Margaret.....	\$3.00
•Jet Pilot—Medium early paper white.....	3.00
Margaret—Ivory white.....	2.00
•Maryland White—True paper white.....	3.50
Schlegel's Early White Improved.....	1.50
Tommy Armstrong—A pure white. Good stems, florets closely set and will not shatter.....	3.00
•Twenty Grand—Medium early ivory white.....	3.00

BRONZE AND ORANGE

Tr. Pkt.

•Barbara—Dark bronze.....	\$3.00
•Cavalcade—Lively golden bronze.....	3.00
•Gallant Fox—Deep orange bronze.....	3.00
•Jubilee—Light bronze.....	3.50
•Sunglow—Bronze—(midseason).....	3.00

YELLOW

•Day Star—Early yellow.....	\$3.00
•Gold Mine—Deep golden yellow.....	3.00
•Gold Rush—Early golden yellow.....	3.50
•Patricia—Yellow.....	3.00
Schlegel's Early Yellow.....	2.00
•War Admiral—Yellow. Just follows Day Star.....	3.00

RED

•Priscilla Ann—Early hybrid crimson.....	\$3.00
Red Wing—Bright red.....	3.00
Schumann's Velvet Red.....	3.00
Shisler's Red.....	2.00

LAVENDER

Lavender Rose.....	\$2.00
Windmiller's Lilac—Excellent orchid color.....	1.50
Schumann's Lavender.....	2.00
Witterstaetter's Orchid—Mid season.....	2.50

• HYBRIDS

Seeds are sown July 5 to 15 for pinched crop for early winter flowering. Single-stem crop for early winter, sow August 5 to 15. High temperature inhibits germination of the seed, and one must, therefore, select a cool location for the flats in summer. However, for fall and winter sowing, germinate in 60 to 65 degree temperature.

Damping off is a serious problem and all precautions should be taken to avoid it. The soil should be sterilized with steam or other efficient measures and after the seed germinates good circulation of air and very little watering will help to prevent this trouble.

Antirrhinum not listed above. This is an abridged and varieties of flower seed items not listed.

Delphinium

PACIFIC STRAIN

VETTERLE & REINELT

ASTOLAT SERIES

The color variations extend from Pale Blush through all shades of Lilac Pink to Deep Raspberry Rose with large brown, lawn and black bees.

Tr. Pkt \$1.75 1/8 oz \$3.00 1/4 oz. \$5.00

BLACK KNIGHT

The individual florets, 2 to 3" in diameter, are Dark Purple.

BLUE BIRD SERIES

This series can be recommended as being the clearest medium blues with white bees.

BLUEJAY SERIES

Color striking Clear medium to dark blue.

CAMELIARD SERIES

A pure lavender self, with white bee.

GALAHAD SERIES

Flowers Clear White, averaging three inches in diameter.

GUINEVERE SERIES

Light Pink Lavender self with white bee.

KING ARTHUR

Brilliant Royal Violet with large white bee.

LANCELOT SERIES

Clear Lilac self with white bee.

PERCIVAL SERIES

Large glistening white flowers with black bee.

ROUND TABLE SERIES

This represents all the color combinations of the Knights and their Ladies which will eventually be introduced.

SUMMER SKIES SERIES

Clearest Light Blue with white bee.

ALL COLORS MIXED

A blend containing all named colors mentioned above

Prices for all of the above varieties except where noted:

Tr. Pkt. \$1.25 1/4 oz. \$4.00 Oz. \$14.00

Also Time to Order

CALENDULA

•

CYCLAMEN

•

CINERARIA

•

LARKSPUR

•

SWEET PEAS